

Order / Rev: 701570
 Alt Order #: 06246970
 Flight Dates: 09/18/12 - 10/08/12

Advertiser: House Majority PAC
 Product Desc: House Majority PAC
 Estimate: 1498

WKYC

Ln	Ch	Start	End	Inventory	Code	Break	Start/End	Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
COMMENTS APPLY TO SUB LINES A THRU B																	
CH3 EARLY TODAY																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>				<u>Rating</u>					
		Week: 09/17/12	09/23/12	-TWTF--		2		\$100.00				0.00					
E 6	WKYC	09/18/12	09/21/12	M-F 4-5p		CM	4p-5p		-TWTF--	:30	2	\$800.00	P-1	0.00	NM	2	\$1,600.00
Ellen Degeneres																	
COMMENTS APPLY TO SUB LINES A THRU B																	
ELLEN																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>				<u>Rating</u>					
		Week: 09/17/12	09/23/12	-TWTF--		2		\$800.00				0.00					
E 7	WKYC	09/18/12	09/21/12	M-F 430a-5a		CM	430a-5a		-TWTF--	:30	1	\$300.00	P-1	0.00	NM	1	\$300.00
430a News																	
COMMENTS APPLY TO SUB LINES A THRU B																	
CH3 4:30 AM NEWS																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>				<u>Rating</u>					
		Week: 09/17/12	09/23/12	-TWTF--		1		\$300.00				0.00					
E 8	WKYC	09/18/12	09/21/12	M-F 5-6a		CM	5a-6a		-TWTF--	:30	1	\$850.00	P-2	0.00	NM	1	\$850.00
Channel 3 News @ 5AM																	
COMMENTS APPLY TO SUB LINES A THRU B																	
CH3 NEWS SUNRISE																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>				<u>Rating</u>					
		Week: 09/17/12	09/23/12	-TWTF--		1		\$850.00				0.00					
E 9	WKYC	09/18/12	09/21/12	M-F 5-6p		CM	5p-6p		-TWTF--	:30	2	\$1,400.00	P-1	0.00	NM	2	\$2,800.00
Dr. Phil																	
COMMENTS APPLY TO SUB LINES A THRU B																	
DR. PHIL																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>				<u>Rating</u>					
		Week: 09/17/12	09/23/12	-TWTF--		2	\$1,400.00				0.00						
E 10	WKYC	09/18/12	09/21/12	M-F 6-630p		CM	6p-630p		-TWTF--	:30	1	\$2,500.00	P-2	0.00	NM	1	\$2,500.00
Channel 3 News at 6p																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>				<u>Rating</u>					
		Week: 09/17/12	09/23/12	-TWTF--		1	\$2,500.00				0.00						
E 11	WKYC	09/25/12	09/27/12	M-F 730-8p		CM	730-8p		-TWT---	:30	1	\$1,800.00	P-3	0.00	NM	1	\$1,800.00
Entertainment Tonight																	
ENTERTAINMENT TONIGHT																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>				<u>Rating</u>					
		Week: 09/24/12	09/30/12	-TWT---		1	\$1,800.00				0.00						
E 12	WKYC	09/18/12	09/21/12	M-F 9-10a Today II		CM	9a-10a		-TWTF--	:30	1	\$800.00	P-1	0.00	NM	1	\$800.00
Today Show II																	
COMMENTS APPLY TO SUB LINES A THRU B																	
TODAY SHOW II																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>				<u>Rating</u>					
		Week: 09/17/12	09/23/12	-TWTF--		1	\$800.00				0.00						
E 14	WKYC	09/22/12	09/23/12	EN (Sa-Su)		CM	6P-7P Sa/Su		-----SS	:30	1	\$2,500.00	P-2	0.00	NM	1	\$2,500.00
Early News (Sa-Su)																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>				<u>Rating</u>					
		Week: 09/17/12	09/23/12	-----SS		1	\$2,500.00				0.00						
E 17	WKYC	09/23/12	09/23/12	Su 12-1230p		CM	12-1230p /Su		-----S	:30	1	\$800.00	P-1	0.00	NM	1	\$800.00
Channel 3 News at Noon Su																	
CH3 NOON NEWS SUNDAY																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>				<u>Rating</u>					
		Week: 09/17/12	09/23/12	-----S		1	\$800.00				0.00						
E 18	WKYC	09/23/12	09/23/12	Sun 9-1030a		CM	9a-1030a		-----S	:30	1	\$1,800.00	P-2	0.00	NM	1	\$1,800.00
Channel 3 News Sun 9a																	
CH3 NEWS SUN @ 9A																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>				<u>Rating</u>					
		Week: 09/17/12	09/23/12	-----S		1	\$1,800.00				0.00						
E 19	WKYC	09/30/12	10/07/12	Sun Prime 1st Half		CM	6:57p-9p		-----S	:30	1	\$4,500.00	P-2	0.00	NM	1	\$4,500.00
Sunday Prime 1st half																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>				<u>Rating</u>					
		Week: 09/17/12	09/23/12	-----S		1	\$4,500.00				0.00						

Order / Rev: 701570
Alt Order #: 06246970
Flight Dates: 09/18/12 - 10/08/12

Advertiser: House Majority PAC
Product Desc: House Majority PAC
Estimate: 1498

WKYC

Totals

42

\$43,400.00